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Innovation and Dedication Day April 29th at SkySong

SCOTTSDALE (April 25, 2009) – The public is invited to celebrate **Innovation and Dedication Day at SkySong**, the ASU Scottsdale Innovation Center, on **Wednesday, April 29th** in the Plaza of the global technology center located at the intersection of Scottsdale Road and McDowell Road. The celebration begins at 5:30 p.m. with entertainment, demonstrations and free refreshments in SkySong Plaza preceding the official dedication ceremony at 6:00 p.m. The ceremony will be held under the recently completed iconic SkySong shade structure that bridges over SkySong Boulevard and Innovation Place to form the heart of the development. Other celebrations will go on at the center that day including a one-year anniversary celebration with ASU SkySong participants and a tenant lunch.

The Event

Scottsdale Mayor Jim Lane, Greater Phoenix Economic Council President and CEO Barry Broome, SkySong co-developer Plaza Company's CEO Sharon Harper, and Scottsdale Unified School District's Assistant Superintendent Katy Cavanagh will speak at the Dedication Ceremony.

Demonstrations and exhibits by ASU SkySong's innovative programs and partners, as well as other companies located at SkySong, will be set up in the Plaza so visitors can learn more about the entrepreneurial activities, programs and products being developed at the center. Exhibitors include ASU's Online & Extended Campus, ASU Gaming Lab, ASU Technopolis, SkyCafe, Tecnológico de Monterrey, Sideline Star and other ASU partners and groups along with SkySong tenants American Solar, Yodle and Canon.

SkySong has reached out to partner with local schools through formal and informal programs. ASU SkySong has engaged in several partnerships with the Scottsdale Unified School District.

THE ASU SCOTTSDALE INNOVATION CENTER

To commemorate the dedication, SkySong co-developers Higgins Development Partners and Plaza Companies, in partnership with USAA Real Estate Company and Arizona State University Foundation, will give a grant to Supai Middle School to help them further the “Mars to Zoo” class lead by 8th grade science teacher Bill Gardner. This special science and technology program will provide opportunities for innovators and technology leaders housed at SkySong to interact with the Supai students both in their classroom and at facilities located at SkySong. Students participating in this program will be presenting demonstrations of their work in the Plaza along with other innovators.

Musical performers from ASU and neighboring Coronado High School will provide entertainment for the public’s enjoyment in the Plaza. Members of the ASU Jazz Combo and Coronado’s “Ace” (Advanced Choral Ensemble), Strings Quartet and Ballet Folklorico will perform before and after the dedication ceremony.

Complimentary hot dogs, popcorn and drinks will be served to everyone attending. Parking is available in the SkySong parking garage and in the vacant lot on the East side of 74th street. For a detailed map and location of activities, go to www.skysongcenter.com.

The SkySong Shade Structure and Plaza

The centerpiece of the 37-acre SkySong development project is the functional art piece and shade structure anchoring the internal intersection of the Plaza. The pedestrian oriented central plaza has limited curbside parking with vehicular circulation created through intersecting carriageways. Sundt, general contractor on the project, enlisted FabriTec Structures and FTL Design Architects to engineer and install the custom tensile fabric structure. The frame consists of eight steel supports 111 feet in length. These steel “legs” weigh about 24,000 pounds each. The structure peaks at an impressive 125 feet in the air. The frame supports eight integrated conical-shaped pieces covered with 50,000 square feet of Teflon-coated fiberglass (PTFE) material. The fabric is designed to withstand 650 pounds of force per square inch.

The SkySong Project

SkySong, the ASU Scottsdale Innovation Center, is a mixed-use development consisting of 1.2 million square feet, at full build out, of office and retail space in addition to residential units. Higgins Development Partners and Plaza Companies are co-developers in partnership with ASU Foundation and USAA Real Estate Company. The mission of the project is to create an environment where global innovation, technology and business interact, thus building an amenity for Greater Phoenix and Arizona, an amenity that is uniquely global and highly connected to ASU.

The first two buildings, totaling 300,000 square feet, are completed and occupied. Designs for the third building have been submitted to the City of Scottsdale for review by the Design Review Board. There are currently more than 40 companies with a presence at SkySong.

Within the development is ASU SkySong, the most welcoming location for firms entering or expanding within the United States. ASU SkySong is an innovation center designed to help companies grow by providing business services and programs offered or facilitated by Arizona State University. These services include access to new technologies, capital networks, business education and a skilled workforce. ASU SkySong also includes the co-location of several ASU units engaged in technology transfer, entrepreneurship, and interdisciplinary research.

A priority was making the site of the former Los Arcos Mall vibrant and user-friendly, helping to foster and encourage the creative activities that take place within the development and to act as a catalyst for redevelopment of the area.

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ABOUT THE DEVELOPERS

Higgins Development Partners and Plaza Companies are co-developers of the project in partnership with Arizona State University Foundation and USAA Real Estate Company.

Higgins Development Partners is a national real estate and development company headquartered in Chicago with offices throughout the US and in Toronto. The company has created more than \$4 billion in development value since 1980. It has extensive phased campus development experience. www.higginsdevelopment.com

Plaza Companies is an Arizona-based full service real estate company started in 1977. The portfolio of projects and communities developed and managed by the company is valued at more than \$1 Billion. www.theplazaco.com

USAA Real Estate Company, with over \$5 billion of assets, provides co-investment, acquisition, build-to-suit and development services for corporate and institutional investors. In addition the company provides investment vehicles for domestic and foreign investors. The USAA portfolio consists of office, industrial, retail and hotel properties with annual volume transactions exceeding \$1.5 billion. USAA Real Estate Company is a subsidiary of USAA, which has served military families since 1922 and has become one of America's leading financial services companies. For more information about USAA Real Estate Company, visit www.usrealco.com.

ABOUT THE ASU FOUNDATION

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU. www.asufoundation.org